

## Lessons Learned for Demand Treatment! Lincoln BACK ON TRACK Team

1. Our Demand Treatment Team is part of a larger, comprehensive community substance abuse coalition. Coordinating with criminal justice and prevention systems has uncovered many places where these three areas connect. Being part of a comprehensive community substance abuse coalition is central to our nurturance and success. For example, we recently had a problem involving schools, evaluations and the legal system. Given our coordinated approach and open communications, it was a simple task to pull together people from all three areas to work on the problem together.
2. Our county is a place where people come together for missions like this one. Inviting treatment agencies to join this community wide mission has met with a uniformly favorable response. While many people cannot participate at the intense level of the leadership team, they support the mission and goals. We have treatment program directors who have been in their positions for 3 -10 years and active in the treatment community for up to 30 years. Many have long-term relationships with each other. There is therefore a trust level among these directors that makes a community wide project like BACK ON TRACK possible.
3. There is resistance to incorporating SBI from physicians primarily because of unreimbursable time. Getting doctors involved, has been facilitated by finding two, recently retired physicians, one of whom is in recovery. We have been fortunate in that each of these key players enjoys wide respect throughout our medical community.
4. Because our objectives and processes have been fluid, it has been important for us to have budgeting flexibility. While \$60,000 should have been easy to manage, we have needed to make substantial modifications in the budget on three occasions. It was not possible to have enough information about our future at the outset, to do a rigid two-year budget.
5. Having a regular leadership meeting has promoted two-way communications among treatment and community agencies. They have been enabled to do problem solving informally before and after meetings. Brainstorming ideas around the table has also been important to our progress.
6. We have made continual invitations to people in the community. Core group remains strong and new people with fresh ideas keep entering the process.
7. Having professionals in marketing and program coordination has been central to our success. We would not yet have a strategic plan if our professional marketer had not insisted that no marketing activities would be effective unless they fit in with a comprehensive strategic plan. We will have more effective marketing as a result. Having a coordinator who is experienced in the field and who has 25 years worth of connections to people and agencies throughout our community has been an asset. That person is the glue for BACK ON TRACK. We have balanced his work with the work of volunteers in the group.